



# 2008 Annual Report

HELPING BABIES SURVIVE & THRIVE



**We have a vision that ALL babies will celebrate  
not only their first birthday, but many happy birthdays beyond.**



# A Message From Our Chairman

GREG MOHN, FIRST CANDLE BOARD OF DIRECTORS

Dear Friends,

As the end of my tenure as Chairman of the First Candle Board of Directors draws near, I reflect with awe on the progress we have made and with admiration for the many supporters who have become such an integral part of our success. Together, we are saving babies' lives and working toward a future where all babies survive and thrive.

Yet, every day we are reminded of how much work there is to be done if we are to reach that goal. While infant mortality rates declined slightly during 2006 (the most recent statistics available), the U.S. dropped from 25th to 29th among developed nations at keeping our babies healthy and safe. In addition, 26,000 families continue to be devastated by stillbirth each and every year. This is not acceptable; we can and must do better.

We are confident, with education alone, we can significantly impact these alarming statistics. We have launched Kicks Count!, the first-ever proactive strategy that may help prevent late-term stillbirth by monitoring a baby's movements during the last trimester. Our National Crib Campaign has the potential to save thousands of lives each year by ensuring that every baby has a safe place to sleep and every parent understands the importance of safe sleep practices in protecting their baby from SIDS, suffocation and accidents during sleep.

On the following pages, you will find an overview of the good work that First Candle is doing and the good people who are helping us. We are proud of our success and hope you will be inspired to join us in our efforts. Especially in light of the current economic conditions, we need your help more than ever.

To all those who have supported our efforts in the past, we hope we can count on your continued support as we work to shape the future . . . in the belief that every baby should live.



Sincerely,

A handwritten signature in black ink that reads "Gregory H. Mohn". The signature is written in a cursive, flowing style.

Gregory H. Mohn, Chair  
First Candle Board of Directors  
CEO, Orange Tree Employment Screening  
Minneapolis, MN



## First Candle Mission

To promote safe pregnancies and the survival of babies through the first years of life.

With programs of research, education and advocacy we are working toward a future where all babies survive and thrive. To that end, we remain committed to providing compassionate grief support to all those affected by the death of a baby.





## EDUCATION AND TRAINING

“I just wanted to thank you for your awareness campaign for *Kicks Count!* You could say we are a success story. I was 37 weeks pregnant and contacted my doctor one evening because of reduced activity confirmed with a kick count. (The baby had only moved once in an hour-long period.) The doctor had me come in immediately, and within a short period of time my son was born via C-section. It turns out the cord was wrapped around his neck four times and he could no longer move. The doctor said if we hadn’t come in when we did we could have had a ‘different outcome’ than his healthy birth. Baby Danny is now eight months old and all is well. Thanks again for all you do — just making parents-to-be aware can make all the difference.”

~ Jennifer from Nebraska



*For many of the four million American families delivering a baby each year, the information they receive can mean the difference between life and death for their precious baby. As research continues to uncover preventive strategies, First Candle is committed to reaching all communities and all populations with lifesaving infant health and safety messages.*

# Creating Awareness. Saving Lives.

REACHING OUT TO PARENTS AND CAREGIVERS

## **Kiddopotamus (a subsidiary of Summer Infant, Inc.) and HALO Innovations**

These Leading Light partners are helping us reach parents and caregivers by including safe sleep messages in the packaging of baby products sold in major retail outlets nationwide.

## **iVillage Parenting Network**

Thanks to a partnership with iVillage, First Candle's safe sleep public service announcement continues to air more than 25 times a day on the Newborn Channel in more than 1,000 birthing hospitals nationwide.

## **Parenting Magazines**

First Candle contributed to articles and placed print public service announcements in parenting magazines with circulations totaling more than 5.5 million. An advertorial in *Fit Pregnancy* highlighting safe sleep messages resulted in more than 1,500 new or expectant parents requesting more information from First Candle.

## **All Baby & Child, Inc. (ABC)**

First Candle received a grant from ABC to conduct an important educational outreach and fund-raising project that will help save babies' lives. This innovative public education campaign will encourage safe sleep practices and the use of pacifiers as risk reduction measures against SIDS and accidents during sleep. Safe sleep brochures and pacifiers will be distributed to 75,000 new and expectant parents through independent specialty retailers nationwide. At this year's ABC Kids Expo, ABC hosted a silent auction that raised more than \$30,000 to support First Candle's important research, education and family support programs.

## **Public Education**

Thousands of brochures, fact sheets and information packets on reducing the risk of SIDS and stillbirth are being distributed in response to requests received through our information hotline. First Candle's website allows visitors to access a wealth of educational information and bereavement resources in the comfort of their own home. Free downloads are also available for all First Candle materials.



## **Kicks Count!**

### *Reducing the Risk of Stillbirth*

First Candle has taken the lead in a national movement to bring much-needed attention to stillbirth, which claims the lives of more than 26,000 babies each year.

Monitoring a baby's kicks during the last trimester of pregnancy is being recognized as the first proactive strategy to help reduce the risk of stillbirth. Thanks to a grant from the Heinz Family Philanthropies, Kicks Count! brochures and radio public service announcements (PSA's) are reaching expectant parents across the nation.

The radio PSA's were recently awarded a 2008 Gold Hermes Creative Award for international excellence in the concept, writing and design of traditional and emerging media. Presented to Finger Lakes Productions International, on behalf of Heinz Family Philanthropies, this award recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

*A special thanks to the Heinz family for their ongoing support of stillbirth issues and families nationwide.*



## EDUCATION AND TRAINING

Reaching out to healthcare professionals. . .



*As the education and training arm of First Candle, the National SIDS and Infant Death Program Support Center continues to expand the breadth of training materials and workshops available to guide health professionals in their work with families. The following education and training programs were conducted in fiscal year 2008:*

## Sharing Knowledge. Saving Lives.

### **Professional Outreach Initiative**

The New York City Department of Public Health and Mental Hygiene continued funding to provide risk reduction training for SIDS and unsafe sleep-related deaths, as well as bereavement sensitivity training for perinatal and infant deaths. In 2008, 739 nurses, child care providers and social workers were trained.

### **African American Faith-Based Initiative**

This initiative is a collaboration between First Candle and the National Center for Cultural Competence. In its second year, focus groups of clergy, bereavement providers and bereaved parents were convened and a curriculum for faith-based organizations is being developed.

### **Partnership with International Childbirth Educators Association (ICEA)**

In 2008, First Candle began a partnership with ICEA to reach out to their childbirth educators to extend the reach of our lifesaving messages. Efforts are underway to develop a brochure and train-the-trainer curriculum that can be used by the educators in their work with families. First Candle's website will also expand to include information and materials for childbirth educators.

### **SIDS Risk Reduction:**

#### **A Continuing Education Curriculum for Nurses**

Education continues to be provided to nurses through in-person workshops conducted at national and regional nursing conferences and trainings hosted by state health departments. This learner-directed program describes the latest research on SIDS and provides information and tools nurses need to communicate SIDS risk reduction messages. To date, more than 730 nurses have been trained and 35 regional and national trainings have been conducted, thanks to a grant from the National Institute of Child Health and Human Development.

#### **Bereavement Support Training**

Bereavement sensitivity training workshops for health professionals are being conducted in New York City. The trainings focus on learning how to provide sensitive bereavement support, information and referrals to families that have experienced an infant or perinatal loss. The workshop lasts six hours and includes role playing to increase the comfort level of providers in supporting families.

The National SIDS and Infant Death Program Support Center is funded in part by the Maternal and Child Health Bureau of the Health Resources and Services Administration and the National Institute of Child Health and Human Development.





## BEDTIME BASICS FOR BABIES

*A Program of the National Crib Campaign*



“We hope the Bedtime Basics for Babies program and research will save more infant lives, providing families with the safe sleep equipment and vital information they need. We are proud to join the organizations and individuals taking on this critically important work.”

*~ Patty Stonesifer, Former CEO, Bill & Melinda Gates Foundation*



*As announced in the fall of 2007, First Candle received an \$11 million grant from the Bill & Melinda Gates Foundation to launch an infant safe sleep campaign in the states of Washington and Indiana and the District of Columbia. With widespread distribution of safe sleep messages and the provision of cribs to financially in-need and at-risk families and their infants, our goal is to influence infant sleep practices and prevent infant deaths due to SIDS, suffocation and accidents during sleep over the course of the seven-year project.*

## Safe Sleep Saves Lives!

### **Coordinating Partners**

Relationships have been established with the Indiana University School of Medicine and Riley Hospital for Children, the Center for Children with Special Needs – Seattle Children’s and the Government of the District of Columbia Department of Health to help coordinate efforts in each of the three sites. Other partners include Delta Children’s Products, HALO Innovations and Kids in Distressed Situations. Jennie Boden, Vice President and Managing Director of the National Crib Campaign is the lead on the project, based in the First Candle national office in Baltimore, MD.

### **Educational Materials**

A bilingual risk reduction brochure and posters have been developed to educate new and expectant parents on how to protect their baby from SIDS, suffocation and accidents during sleep. The materials focus on the importance of safe sleep, breastfeeding and the use of pacifiers to reduce the risk of SIDS. The materials have been reviewed for content and accuracy by SIDS, safe sleep, lactation and practitioner experts nationwide and for sensitivity to cultural issues by the National Center for Cultural Competence.

### **Bedtime Basics Safe Sleep Kit**

In addition to safe sleep education, participants will receive a portable (play yard style) crib, sheet, wearable blanket and pacifier. The play yard style crib was chosen because of its size and portability, making it easy for families to find space for the crib and ensuring that the baby has a safe place to sleep when visiting and traveling. The crib has undergone extensive review and critique by the evaluation team (see below) and has mesh on all four sides to maximize airflow and prevent suffocation should the baby’s face push up against the side of the crib.

### **The Evaluation**

First Candle is conducting a broad evaluation of the project, led by our three principal investigators: Dr. Rachel Moon, Children’s National Medical Center, Dr. Fern Hauck, University of Virginia, and Dr. James Kemp, Washington University in St. Louis. The evaluation will assess pre- and post-educational knowledge and practices of the parents and caregivers, as well as perceptions of health workers and other participants in the project.



### **Bedtime Basics for Babies**

Experts estimate that more than 50 percent of the 4,500 sudden infant deaths that occur in the United States each year could be prevented by placing babies to sleep in a safe environment. To address this alarming issue, First Candle has launched Bedtime Basics for Babies.

The goals of the program are two-fold: to ensure that every parent is aware of and prepared to adopt lifesaving safe sleep practices before leaving the hospital and that every baby has a safe place to sleep, especially if the family cannot afford one.

By documenting, evaluating and publishing the results of this innovative campaign, we have the capacity to change child care practices nationwide, literally saving thousands of lives for generations to come.



“First Candle wishes to acknowledge SIDS parents Craig and Krissy Thomas for their outstanding fundraising efforts in memory of their son Cole Westley. Within a few short months of his death, they had raised nearly \$50,000 to support the critically-needed research efforts of Dr. Henry Krous at Rady Children’s Hospital in San Diego. First Candle was pleased to match that \$50,000 for a combined donation of \$100,000 to help continue this important work.”

*~ Deborah Boyd, Executive Director, First Candle*



**RESEARCH**



*Over the course of the past four decades, First Candle has funded cutting-edge research projects at medical institutions throughout the United States. Under the auspices of our Medical and Scientific Advisory Council, an internationally-recognized body of senior-level pediatric scientists, we continue to provide a single, focused outlet for individuals and organizations interested in supporting research to further our understanding of SIDS, stillbirth and other causes of sudden, unexpected infant deaths (SUID).*

## Working Toward Prevention.

**First Candle is pleased to have provided support and recognition for the following research projects and initiatives during 2007 and 2008:**

**Hannah Kinney, MD, Boston Children's Hospital/Harvard University, Boston, MA**

Dr. Kinney's world-renowned brainstem research has provided the strongest evidence yet that SIDS (and possibly some unexplained stillbirths) is not the mystery we once thought, but has a concrete biological basis. Her research is critical to furthering our understanding of SIDS and stillbirth, identifying infants at risk and developing preventive strategies.

**Henry Krous, MD, SIDS/SUDC Research Project, Rady Children's Hospital, San Diego**

Dr. Krous is the first in the field to collect and evaluate clinical, epidemiological and pathological data on babies and children who die without warning. This data is critical to researchers worldwide as they work to find causes and cures for sudden infant deaths. Without it, research efforts would grind to a halt, as access to samples and data would become severely restricted.

**The Stillbirth Collaborative Research Network, National Institute of Child Health and Human Development (NICHD)**

The SCRN is a five-year project to study the extent and causes of stillbirth in the United States. The information derived from this study will benefit families who have experienced a stillbirth, women who are pregnant or who are considering pregnancy and their physicians. The knowledge gained will in turn support future research to improve preventive and therapeutic interventions.

**Windflower Research Award**

This year's award recognized the outstanding efforts of Dr. Roberto Romero on behalf of pregnant mothers and their unborn babies. Dr. Romero is the Chief of the Perinatology Research branch of the NICHD, a division of the National Institutes of Health. He is also a Professor of Obstetrics and Gynecology and Molecular Medicine and Genetics at Wayne State University's School of Medicine.



### Stillbirth Support & Advocacy

In October of 2007, First Candle convened the inaugural Stillbirth Support and Advocacy Symposium in Washington, D.C. The meeting united leading researchers with health professionals and bereaved parents to network and discuss research efforts and other issues relating to stillbirth. The meeting also included a "Day on the Hill" where participants met with their congressional leaders to push forward an agenda related to stillbirth issues at the state and national levels.

*First Candle was also pleased to support the participation of United States-based researchers in two key international conferences – the 3rd annual International Stillbirth Alliance conference in Birmingham, U.K. and the 10th annual SIDS International conference held in Portsmouth, U.K.*



ADVOCACY



Never underestimate the power of parents!



Grassroots advocacy efforts on behalf of babies and families continue to be at the heart of our efforts to impact issues related to stillbirth and sudden, unexpected infant deaths (SIDS/SUID). Highlights from 2008 include:

# Taking Action. Making a Difference.

## **2007 Stillbirth Support & Advocacy Symposium**

A dedicated group of stillbirth parents visited congressional offices for a “Day on the Hill.” They advocated for support of stillbirth research, establishment of a national registry and risk reduction initiatives that included monitoring of babies’ movements during the last trimester to help prevent late-term stillbirth.

## **House and Senate Bills**

First Candle is working with the offices of Representative Peter King (R-NY), President-elect Barack Obama and Senator Frank Lautenberg (D-NJ) on legislation relative to the establishment of national stillbirth and SIDS/SUID registries to facilitate research and increase awareness of and funding for these important infant health issues. We will be working at the grassroots level to advance House and Senate legislation during the 111th Congress in 2009.

## **Death Scene Investigation Protocols**

First Candle continues to advocate and assist the Centers for Disease Control and Prevention in the development of standardized protocol for the investigation and reporting of SUID. First Candle hosted a briefing by the Congressional Black Caucus highlighting these issues and every current congressional member has been made aware of the opportunities to save lives through safe sleep education and the provision of cribs to families in need.

## **Scripps Howard News Service**

First Candle proudly presented a 2008 Windflower Award to reporters Tom Hargrove and Lee Bowman from Scripps Howard News Service for their recently-published investigative report, *Saving Babies: Exposing Sudden Infant Death in America*. The report draws national attention to the critical need for standards in the way sudden infant deaths are investigated, diagnosed and reported in the United States.



## **International Leadership**

Our leadership in international organizations continues to emphasize and improve the global challenge of infant survival. First Candle Executive Director Deb Boyd, and President Marian Sokol, are serving as officers of both the International Stillbirth Alliance (ISA) and the International Society for the Prevention of Perinatal and Infant Death (ISPID).

First Candle is also proud to be working collaboratively with Seattle Children’s Office for Prevention of Prematurity and Stillbirth, in the hope that their global analysis of this public health crisis will save future babies’ lives.

SIDS and stillbirth may claim tiny lives,  
but they are no small matter.

## GRIEF SUPPORT



Somewhere  
there is a  
field of lovely  
Forget Me Nots,

Delicate  
blooms  
for lives lost  
too soon,  
echoing  
*Forget Me Not.*



*Until we reach our goal of a future where all babies survive and thrive, it remains an integral part of the First Candle mission to provide compassionate grief support to families and professionals who continue to be affected by the death of a baby.*

## Lighting A Path Through the Darkness.

**Bilingual crisis counselors** are available 24 hours a day, seven days a week to help families through the devastating hours, days and weeks immediately following the death of their baby.

**The First Candle website** provides a much-needed extension to our grief support system, allowing families to reach out for support in the comfort of their own home.

**The Tree of Hope National Monument** serves as a reminder of the tiny lives that have been, and continue to be, lost to SIDS and stillbirth. Families are offered the opportunity to purchase a leaf on the tree that can be engraved with the name and life dates of their baby.

**A Memorial Fund Program** allows parents and their friends and family to make donations in memory of their baby. Proceeds are used to support First Candle programs and services.

**National and international conferences** provide a forum for family members to interact with researchers who are committed to finding the answers families so desperately need. Bereavement experts are also on hand to facilitate hope and healing.

**Grief packets**, brochures and referrals to local support are available at no charge to all those who request support.

**Peer contact training workshops** are available for individuals who would like to connect with and support others in their community who have had a similar grief experience.

**Bereavement sensitivity training** workshops and materials are offered to guide health care professionals in their work with grieving families.



“A child’s first birthday, a first step, a first word, or a first day of school . . . these are all momentous occasions. But for many parents, these milestones are never achieved. When my daughter Porter Ann died from an unexplained stillbirth, I was left with many unanswered questions and a devotion to keep her memory alive. First Candle was there; and they have given me the opportunities I’ve needed to honor her life.

Working with First Candle, my wife and I have met with legislators on Capitol Hill to advocate for stillbirth & SIDS legislation, helped organize and provide local peer support training programs for bereaved parents and supported stillbirth research programs through the memorial fund established in Porter Ann’s memory.”

*~ Ryan Doherty, Charlottesville, North Carolina*

# PARTNERS



Partnerships are  
the cornerstone  
of our efforts.



## INTERNATIONAL PARTNERS

International Childbirth Education Association  
International Society for the Prevention of Perinatal & Infant Death  
International Stillbirth Alliance  
Norwegian Public Health Department  
SIDS International

## NATIONAL GOVERNMENT PARTNERS

Centers for Disease Control & Prevention (CDC)  
Consumer Products Safety Commission (CPSC)  
Division of Reproductive Health (CDC)  
Health Resources & Services Administration (HRSA)  
Indian Health Services  
Maternal & Child Health Bureau (MCHB)  
National Center for Cultural Competence (NCCC)  
National Centers for Birth Defects & Developmental Disabilities (CDC)  
National Institute of Child Health & Human Development (NICHD)  
National SIDS/ID Project IMPACT  
National SIDS/Infant Death Resource Center

## STATE & LOCAL GOVERNMENT PARTNERS

Baltimore City Health Department  
Coppin State University  
Government of the District of Columbia, Department of Health  
Indiana State Department of Health  
Indiana University School of Medicine  
New York City Council  
New York City Department of Health & Mental Hygiene  
Pennsylvania MOM Coalition  
South Carolina Department of Health & Environmental Control

University of Virginia  
Washington D.C. Mayor's Office of Health Policy  
Washington State Department of Health  
West Virginia Department of Health & Human Resources

## PRIVATE PARTNERS

All Baby & Child, Inc.  
American Academy of Pediatrics  
American Hospital Association  
Association of Women's Health, Obstetric and Neonatal Nurses, Nevada Chapter  
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Belvis NFHC  
Bronx Lebanon Hospital  
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National Stillbirth Society  
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Texas Perinatal Coalition  
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Woodhull Medical & Mental Health Center

## CHARTER MEMBERS

Alliance for Infant Survival, TX  
Connecticut SIDS Alliance  
Georgia SIDS Project  
San Diego Guild for Infant Survival  
SIDS Alliance of Northern California  
SIDS Center of Indiana  
SIDS Resources, Inc., MO  
Utah SIDS Alliance  
Virginia SIDS Alliance

## ASSOCIATE MEMBERS

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CJ Foundation for Healing Loss, CA  
Center for Infant & Child Loss, TX  
Cheyenne Family YMCA, WY  
Clark County SIDS Alliance, NV  
Delaware SIDS Alliance  
District Board of Health - Mahoning County, OH  
Division of Family Health, CT  
Families Against SIDS Tragedies, MI  
Florida SIDS Alliance  
Footprints Support Group, AZ

Good Samaritan Hospital Perinatal Bereavement Program, NY  
Greater Houston SIDS Alliance, TX  
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Trend Lab

It is through the generous support of our many contributors that we stand to gain the most in our fight against infant mortality.



## CONTRIBUTORS



## JOIN US IN THANKING THE FOLLOWING CONTRIBUTORS WHO HAVE MADE A DONATION DURING 2008.

### GENERAL CONTRIBUTIONS

The 2007 Albertsons Campaign:  
A Partnership Between Albertsons,  
Gerber Products Company, Johnson  
& Johnson, Procter & Gamble and  
Ross Products Division

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1st Annual Jessie Lynn Weis  
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1st Annual Kalaea Christopher Jennings  
Memorial Softball Tournament

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Tiny Love

*We also extend warm thanks to the more than 2,700 individual donors and companies who have supported our organization this fiscal year with a gift less than \$1,000 and the more than 150 in-kind donors who have contributed to our special events nationally.*

*In order to respect their privacy, First Candle does not share the names of its individual donors.*

### MEMORIAL FUNDS

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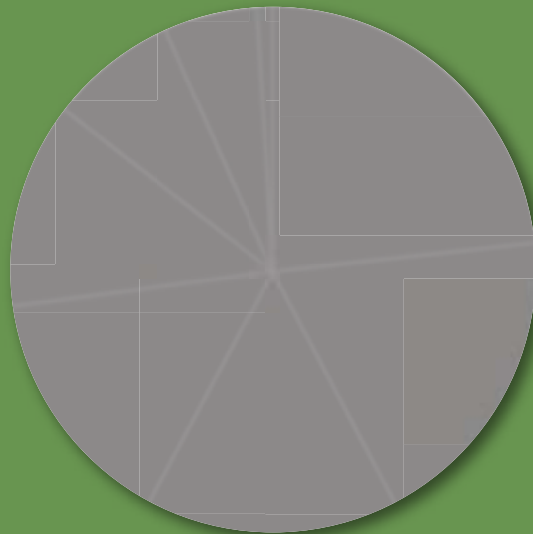
Hayley Noel Zanetta

*For information on starting a First Candle Memorial Fund, please call 1.800.221.7437.*



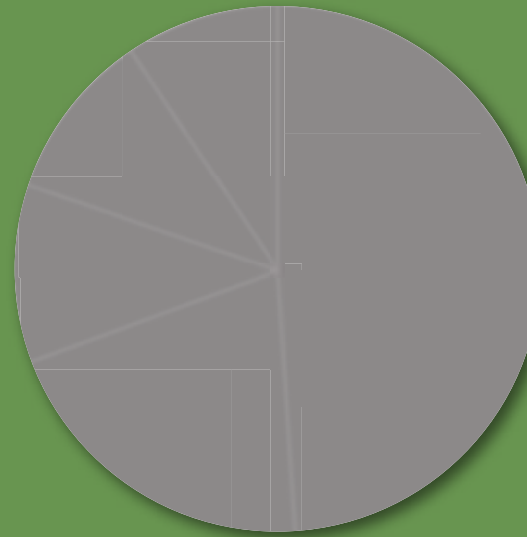
## FINANCIALS

Fiscal Year 2008 Income (\$2,123,349)\*



- Corporate/Grants (23.3%)
- Federal/Municipal Grants (19%)
- Other Income (15.6%)
- GATES Foundation Grant (15.1%)
- Contributions (12.6%)
- Special Events (7.8%)
- Workplace Campaigns (5.7%)
- In-Kind Income (0.9%)

Fiscal Year 2008 Expense (\$2,052,210)\*



- Family Services & Public Education (49%)
- Health & Professional Education (20.4%)
- Research (10.9%)
- Fund Raising (10.4%)
- Management & General (9.3%)

\*As reported in the FY 08 IRS 990

# First Candle. A Worthy Investment.

Recently ranked as one of the top charities in the nation by the American Institute of Philanthropy, First Candle also meets all guidelines as set forth by the Better Business Bureau and is listed in its Wise Giving Guide. We are proud of our ongoing record of maintaining administrative costs below the industry standard of 25 percent and are pleased to share the following financial information for your review. Complete audited financial statements are available upon request.

## STATEMENTS OF FINANCIAL POSITION, JUNE 30, 2007 AND 2008

ASSETS	2008	2007
Cash and Cash Equivalents	\$1,883,850	\$835,313
Contributions Receivable, net	9,024,521	131,793
Due from Combined Federated Campaign	117,340	117,340
Property and Equipment, net	41,099	43,109
Prepaid Expenses and other Assets	38,157	26,196
<b>Total Assets</b>	<b>\$11,104,967</b>	<b>\$1,153,751</b>
LIABILITIES	2008	2007
Accounts Payable	\$60,815	\$30,308
Accrued Expenses	88,886	92,380
Deferred Revenue	19,082	28,050
Due to Member Organizations	17,248	23,418
Obligations under Capital Leases	10,357	20,714
<b>Total Liabilities</b>	<b>\$196,388</b>	<b>\$194,870</b>
NET ASSETS	2008	2007
Unrestricted	\$705,403	\$634,264
Temporarily Restricted	10,203,176	324,617
<b>Total Net Assets</b>	<b>10,908,579</b>	<b>958,881</b>
<b>Total Liabilities/Net Assets</b>	<b>\$11,104,967</b>	<b>\$1,153,751</b>





## WHO WE ARE

"I first became aware of First Candle when my wife and I lost our four-month old daughter, Reese, to SIDS in March of 2008. I cannot say enough about the incredible job they are doing in helping put an end to SIDS and other causes of infant death. They have been a godsend for my family during this incredibly difficult time in our lives. Without them, I honestly would not know where to turn for help and information. I encourage anyone whose life has been affected by SIDS to speak to their knowledgeable staff and/or visit their user-friendly website. Thank you and kudos to the entire staff at First Candle!"

*~ Matt Goslee, Holmes, Pennsylvania*



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HELPING BABIES SURVIVE & THRIVE



  
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